

Fashion Calendar 1947

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

SPECIAL ANNOUNCEMENT

SEE LAST PAGE OF FASHION CALENDAR
FOR LISTING OF FASHION JOBS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 12, 1947</u>			
Friday Sept. 12 10:00 A.M. Coffee, Brioche	"THE FRENCH TOUCH": ORIGINAL PRINTS David Westheim and Charbert are simultaneously launching "The French Touch" in prints--and in perfumes. The David Westheim prints are a special mid-season group, inspired in design by remembrances of Paris, and inspired in line by Christian Dior's newest collection. By invitation only. Publicity: Stephanie Frey, Robbins and Barber, MU. 5-0863.	DAVID S. WESTHEIM	1400 BROADWAY SHOWROOM
Friday Sept. 12 1:00 P.M.- 1:30 P.M.	FASHION SHOWING BY TELEVISION "Eye for Fashion" will feature a Tula creation, and jewels by Van Cleef and Arpels. Producer: Lee Cooley of McCann-Erickson. Fashion coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact CI. 7-8300.	SWIFT & COMPANY	WNBT CHANNEL 4
<u>WEEK BEGINNING MONDAY, SEPTEMBER 15, 1947</u>			
Sept. 15	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday)		
Monday Sept. 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Mary Goodfellow's Fall and Winter millinery at a luncheon show. Press by invitation. Public by reservation. For reservations, contact FL.3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARY GOODFELLOW	ST. REGIS HOTEL ROOF
Monday Sept. 15 1:00 P.M. Luncheon	"BETTER HOMES AND GARDENS" EXHIBIT Press luncheon at opening of Exhibit of Model Homes by "Better Homes and Gardens", and of eleven newly decorated rooms keyed to accent N. J. living. Exhibits will extend for two weeks. Press by invitation. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	715 BROAD STREET NEWARK
Beginning Monday Sept. 15	SHOWING OF HOLIDAY DRESS COLLECTION Harold Susman presents his holiday collection of dresses, costumes and ensembles for afternoon, dinner and formal wear, designed by Jennifer. Open to press by appointment. Publicity: Hilda Kassell, FL. 9-2917.	JENNIFER HAROLD SUSMAN INC.	498 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 15 8:30 P.M.	"CLOTHING ONE WORLD" & UNITED NATIONS EXHIBIT Private preview of dual exhibitions: "Clothing One World" and "Know Your United Nations," sponsored by The Board of Education of the City of N.Y. "Know Your United Nations" was designed by the Visual Information Section of the U.S. "Clothing One World" was created by Michele Murphy, Curator of the Industrial Division, The Brooklyn Museum, with clothing from Collection of the Brooklyn Museum and Architectural Settings by Leo Russell. Exhibition will be open to public from Sept. 16 to Nov. 16. Contact: Kathleen Cannell, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Sept. 16	SECOND DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Tuesday)		
Tuesday Sept. 16 10:30 A.M.	PRESS PREVIEW OF NEW FALL FASHIONS Bloomingdale's annual Fall and Winter fashion show in their re-decorated Green Room. By invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S LEXINGTON & 59TH ST.	GREEN ROOM 3RD FLOOR
Tuesday Sept. 16 1:00 P.M. Luncheon	"VARIATIONS ON A THEME" MILLINERY SHOWING Eve Tartar, who has just returned from a successful millinery showing in Paris of her "Charcoal Compositions", will present originals from Paris, in addition to her new variations and interpretations. Press by invitation. Public by reservation. Contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL.5-3644. Publicity: Peter McDonnell, Inc. CH. 4-8850.	EVE TARTAR (676 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 16 2:30 P.M.	PRESS SHOWING OF FALL MILLINERY Cesar Rubio will present his Fall Millinery Collection to the press in conjunction with Mexico's Independence Day celebration. Attendance by invitation only. Publicity: Leonard MacBain, PL. 8-2747.	CESAR RUBIO	40 EAST 50TH STREET SALON
Tuesday Sept. 16 3:30 P.M.	FASHION SHOW OF KNITTED ENSEMBLES Open to public. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	RESTAURANT 7TH FLOOR
Tuesday Sept. 16 4:00 P.M. Cocktails	PREMIERE SHOWING OF COUTURE COLLECTION Oleg Cassini of Hollywood will present his first collection of "customized" evening and cocktail fashion for Fall. Attendance by invitation. Commentator and Publicity: Shirley D. Spaulding, PL. 3-7647.	OLEG CASSINI	16 EAST 55TH STREET GOURIELLI BUILDING
Tuesday Sept. 16 4:00 P.M. Cocktails	PRESS SHOWING OF NEW MILLINERY The Millinery Creator's Guild is presenting a collection of millinery "with the new look for the new clothes" to the fashion press. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS GUILD	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 16 5:00 P.M. Cocktails	PRESS SHOWING OF EISENBERG ORIGINALS Presentation of the Eisenberg Fall collection to the press. Attendance by invitation only. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	4TH FLOOR DRESS CIRCLE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 17 11:00 A.M.; 2:30 P.M.	LECTURE ON "CHINESE BEAUTY CUSTOMS" In connection with Lentheric's promotion on Shanghai perfume, Anna May Wong, who is touring the country for the perfumer, will give her first two lectures on "Chinese Beauty Customs". After her talk, Miss Wong will illustrate the typical Chinese theatre technique by enacting a dramatic Oriental sketch. She will also make personal appearances in Stern Bros. perfume department on Tuesday, September 16. Lecture by invitation only. Contact: Jill Jessee, Lentheric, Inc., 745 Fifth Ave., PL. 3-6300.	LENTHERIC, INC. & STERN BROTHERS	HOTEL PLAZA GRAND BALLROOM
Wednesday Sept. 17 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Hattie Carnegie will present her Jeune Fille Fall Collection during luncheon. Press strictly by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 17 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Gunther's new fur fashions, with fashions especially designed for Gunther by Alice Orovan. Press by invitation. Public by reservation. For reservations, contact: "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Gunther Publicity: Nona James, VO. 5-3440.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 17 2:30 P.M.	PRESS PREVIEW BY NEW DESIGNER Garnett, well-known couturiere of Shanghai, the Far East, Paris, and now of New York, will open her new establishment at 47 East 51st St., and will present her collection to the press. Directrice: Bijie de Wardener. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GARNETT	47 EAST 51ST STREET
Wednesday Sept. 17 2:30 P.M.	SHOWING OF NEW MILLINERY FASHIONS Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Sept. 17 4:00 P.M.- 6:00 P.M. Cocktails	"CALIFORNIA FASHIONS ON FIFTH AVENUE" Press preview at cocktails of new fashions by California designers group, including Jean Duraine, Keneth Hopkins, Georgia Bullock, Peggy Hunt, De De Johnson, Renie, Rose Marie Reid, Barbara Brinton, Pat Premo, Connie Foster, Rosenblum, and Edith Small. Staged by Vyvyan Donner, fashion director of Movietone News. Showing promptly at 4:30 P.M. Press and trade strictly by invitation. Show will be given for the public at luncheon on Sept. 18 and 19 for the benefit of the National Cancer Foundation. Contact: Katherine Talbot, CI. 7-2700, Ext. 321.	CALIFORNIA DESIGNERS	SHERRY-NETHERLAND VANITY FAIR ROOM
Wednesday Sept. 17	OPENING OF BOSTON BONWIT TELLER STORE The Bonwit Teller store, occupying the former New England Museum of Natural History building in the Back Bay shopping area will be open to the press, by invitation only, Sept. 17. The official opening will take place on Thursday, Sept. 18. Publicity: Kathleen Lamb, EL. 5-6800.	BONWIT TELLER (BOYLSTON & BERKELEY ST.)	BOSTON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18 9:00 A.M. Breakfast	PRESS BREAKFAST FASHION SHOWING Macy's will have their semi-annual breakfast for the fashion press in the Executive Dining Room, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431; or Terry Mayer, Ext. 2554.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Sept. 18 11:00 A.M.	PRESS SHOWING: READY- TO-WEAR ORIGINALS <u>Attendance strictly by invitation.</u> Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH AVE. & 57TH ST.
Cancelled Sept. 18	THE FUR FASHION SHOW BY MAXIMILIAN, ORIGINALLY SCHEDULED FOR THURSDAY, SEPT. 18, AT 1:00 P.M. LUNCHEON, HAS BEEN CANCELLED.		
Thursday Sept. 18 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING "Designs In Millinery With Accent On You" -- Fall and Winter hat fashions by Peter Bondi at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Peter Bondi Publicity: Phyllis Queripel, RH. 4-5409. Hotel Plaza Publicity: Dorothy King and Adele Brown, PL. 3-1740, Ext. 424.	PETER BONDI (36 WEST 58TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 18 2:30 P.M.	PRESS PREVIEW OF MILLINERY FASHIONS Lilly Dache will present a preview for the press of her latest millinery creations. <u>By invitation only.</u> Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday Sept. 18 2:30 P.M.	NEW FASHIONS FOR FALL AND WINTER Martins presents their new Fall and Winter fashions for juniors, misses, and women. Publicity: Kay Connelly, TR. 5-3100.	MARTINS (BROOKLYN)	5TH FLOOR
Cancelled Sept. 18	THE PRESS PREVIEW OF FRANK BROTHERS NEW BUILDING, ORIGINALLY SCHEDULED FOR THURSDAY, SEPT. 18, 4:00 P.M., HAS BEEN POSTPONED. NEW DATE LATER.		
Thursday Sept. 18 5:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE NEW PARFUM Parfums Corday will introduce <u>Fame</u> -- "the parfum no woman or man will ever forget." By invitation only. Publicity: Edith Steiger, CI. 6-5667.	PARFUMS CORDAY	GOTHAM HOTEL BALLROOM
Sept. 20	NAT'L NOTION WEEK (Sept. 20-Sept. 27). Contact: George Pounder, LE. 2-4455.		
Monday Sept. 22 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Annual Fall Fashion Showing of Spectator Sports, Town and Junior Clothes by De Pinna. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Monday Sept. 22 3:00 P.M.	PRESS PREVIEW: OPENING OF NEW BUILDING Esther Dorothy will have a preview showing of her new fur collection and formal opening of her new building. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	68 EAST 56TH STREET
Sept. 22	NAT'L SWEATER WEEK (Sept. 22-Sept. 27). Publ.: Martin Stern, VA. 6-0543.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 22- Sept. 23 3:30 P.M.	CHINESE FASHIONS IN SHOWING Shanghai-Kresge-Newark fashion show given in cooperation with Lenthéric in the Thimbleberry Room Restaurant. Anna May Wong will appear in the fashion showing and also do a commentary on Chinese fashions and customs. Press invited. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK LENTHERIC	RESTAURANT 7TH FLOOR
Tuesday Sept. 23 12:00 Noon- 2:00 P.M. Luncheon	PRESS PREVIEW: NEW ENLARGED ANTIQUE SHOP Bergdorf Goodman will have a buffet luncheon for the press, to introduce their new and enlarged antique shop on the fourth floor. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 23 12:30 P.M. Luncheon	SHOWING OF EDDIE RUBENSTEIN ORIGINALS Debut luncheon at 1-2-3 Club with showing of junior-sized holiday clothes designed by Eddie Rubenstein of Crestlee, Inc. The dresses will be available at Saks Fifth Avenue. Press by invitation. Public by reservation. For reservations, contact "Joseph", headwaiter at 1-2-3 Club, PL. 9-9131. Eddie Rubenstein Publicity: Sara Fox, Inc., MU. 3-6526. 1-2-3 Club Publicity: Dorothy Ross, BR. 9-5906.	EDDIE RUBENSTEIN OF CRESTLEE, INC.	1-2-3 CLUB 123 EAST 54TH STREET
Tuesday Sept. 23 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING First fashion show in this country by Marchesa Lili Spinola, presenting custom-made afternoon and evening dresses and suits, emphasizing the dressy costume which can still be conservative and practical. (Show originally scheduled for Wed. Sept. 24.) Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Lili Spinola, EL. 5-3910. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LILI SPINOLA (222 EAST 49TH ST.)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 23 3:00 P.M.	PRESS SHOWING OF NEW FASHIONS Presentation of custom-order and ready-to-wear originals by Jonai, including street, evening and dinner clothes, coats and suits. Attendance by invitation only. Contact: Milton Cline, Jonai, Inc., PL. 5-3500.	JONAI, INC.	408 PARK AVENUE SALON
Tuesday Sept. 23 4:00 P.M.	PRESS SHOWING OF NEW HOSIERY FASHIONS Winter fashions in hosiery will be presented by Gotham at a preview for the press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	RITZ-CARLTON HOTEL BALLROOM
Sept. 24	JEWISH DAY OF ATONEMENT - YOM KIPPUR (Wednesday).		
Wednesday Sept. 24 1:00 P.M. Luncheon	FASHIONS SHOWING OF MILLINERY AND DRESSES Luncheon showing of new millinery and dresses. Press by invitation. Public by reservation. Contact "Frank", headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	MARETTA FEELEY (6EAST 53 ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 24 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS Fashions sponsored by "Good Housekeeping" Magazine to sell for less than \$50.00. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 24 3:00 P.M.	PRESS SHOWING: CUSTOM ORDER FASHIONS Carrie Munn will present her custom-made fashions to the press. Attendance strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	CARRIE MUNN	640 MADISON AVENUE SALON
Thursday Sept. 25 12:30 P.M. Luncheon	PRESS SHOWING OF CUSTOM MILLINERY Saks Fifth Avenue will present their new custom-order millinery collection to the press. By invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Thursday Sept. 25 12:30 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING "The New Fashion Is Travelling Fast", an analysis of the Paris collections by Mrs. Carmel Snow, editor, <u>Harper's Bazaar</u> . Showing of a few clothes for the French collections. Program Director: Eleanor Pollack. Price, including tax and tip: \$3.50 for members; \$3.75 for guests. (Guests limited to 2 to each member). Contact: The Fashion Group Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Sept. 25 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Renel of Paris will present a luncheon showing of original suits, coats, dresses for Fall and Winter. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Contact: Mr. Renel, RH. 4-5656. Plaza Fashion Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	RENEL OF PARIS (751 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 25 7:30 P.M. Supper	PRESS SUPPER TO INTRODUCE NEW COLORS Unveiling of Maurice Rentner's color gallery and new fashions at a buffet supper for the beauty and fashion press. Attendance by invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOMS
Monday Sept. 29 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Custom-made and ready-to-wear fashions by Peggy Roth. Press by invitation. Public by reservation. Contact: Peggy Roth, PL. 8-2904. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Monday Sept. 29 4:00 P.M.	MADE-TO-ORDER MILLINERY FASHIONS <u>Attendance strictly by invitation.</u>	BERGDORF GOODMAN	5TH AVE. & 57TH ST.
Cancelled Sept. 30	ALFRED RAINER'S PRESS SHOWING OF HIS NEW FUR COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, SEPT. 30, AT 10:00 A.M. HAS BEEN CANCELLED.		
Tuesday Sept. 30 10:00 A.M. Breakfast	PREVIEW OF THIRTY FABRIC DESIGNS Edward Fields will introduce approximately 30 fabric designs, created and hand-printed by Donelda Fazakas. Among the designs to be shown are: "Smoke Rings", "Bone of Contention", "Sassafras", "Ching", and "Fauna". Attendance by invitation. Publicity: Doris Herzig, Franklin Fisher and Associates, Inc., MU. 9-3414.	EDWARD FIELDS	509 MADISON AVENUE
Cancelled Sept. 30	RUSSEKS ANNUAL "PINK CHAMPAGNE" PARTY, PREVIEWING THEIR NEW DESIGN STUDIO FUR COLLECTION HAS BEEN CANCELLED. THESE FURS WILL BE SHOWN AT A LUNCHEON FASHION SHOW AT THE WALDORF-ASTORIA ON WEDNESDAY, OCTOBER 8. (See page 8).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 30 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT CLOTHES Bestlyne will present their new Reelpoise beach and play fashions for cruise and resort wear, at a cocktail party for the press. By invitation only. Publicity: Sherry Kieran, Ray Austrian Associates, MU. 5-7511.	BESTLYNE COMPANY	HAMPSHIRE HOUSE COTTAGE
Wednesday October 1 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FASHIONS The Tailored Woman will present new fashions at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday October 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter millinery by Leora Creations (formerly House of Cesar) during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LEORA CREATIONS (30 EAST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday October 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Dein-Bacher's 1948 fur collection during luncheon. (Opening of the Sert Room with a special Thursday luncheon fashion presentation, to be followed by regular Wednesday shows.) Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Dein-Bacher contact: Miss Courtney, PL. 9-5913. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Thursday October 2 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT WEAR Sun-Surf Modes presents its new line of play fashions for the cruise and resort season, at a cocktail party for the press. Attendance by invita- tion only. Publicity: Anita Pine, BR. 9-9350.	SUN-SURF MODES	HAMPSHIRE HOUSE COTTAGE
Beginning Monday October 6	OPENING OF RESORT AND SPRING LINES Presentation of the only lines to be shown by member firms for the entire Spring and Resort Season. (Fall lines were shown in May, and Summer merchandise will be presented in February). Members who will show their lines include: <u>Monday, October 6</u> SPORTCRAFT STAR-MAID DRESSES <u>Tuesday, October 7</u> ADLER & ADLER KANE-WEILL, INC. Contact individual manufacturers.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
		<u>Wednesday, October 8</u> DAVIDOW DAVID M. GOODSTEIN MUTUAL ROSENBLOOM CO.	
		<u>Thursday, October 9</u> CHARLES M. NUDELMAN ZOLTAN-ROSENBERG	
Monday October 6 4:00 P.M.	PRESS SHOWING OF WINTER FURS Ackerman-Blatt will present a showing of their new Winter furs to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR.9-9399.	ACKERMAN-BLATT	60 EAST 56TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 6 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOWING Fall and Winter fashions will be presented by Peg Newton--"the tall gals' haven". Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Maxine Joyce, Jack Goehring, CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Tuesday October 7 9:00 A.M. Breakfast	PRESENTATION OF RESORT COLLECTION Margaret Newman's Resort Collection will be shown to press and buyers. Hats by Walter Florell; bags and shoes by Clair Kennedy. Gloves by Wear Right. Attendance by invitation only. Publ.: Charlotte Parker, CI. 7-8060.	MARGARET NEWMAN ORIGINALS (MIAMI, FLA.)	HOTEL PIERRE COTILLION ROOM
Tuesday October 7 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Walter Florell will present his new Winter hat collection at the Ritz-Carlton's first luncheon fashion show for the Fall and Winter season. Press by invitation. Public by reservation. For reservations, contact PL. 3-4600, Ext. 20. Contact: Miss Jean, PL. 5-0895. Ritz-Carlton Fashion Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday October 7 4:00 P.M.- 6:00 P.M. Cocktails	RESORT COLLECTION AT COCKTAIL SHOWING Frances Sider will present her resort collection of playclothes, blouses and bathing suits. For press and trade, by invitation only. Contact: Ann Rabin, BR. 9-3790.	FRANCES SIDER	HOTEL PLAZA TERRACE ROOM
Wednesday October 8 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Lenesta will present her Winter and Cruise collections of original hats during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Lenesta Publicity: Mildred Kaldor, BR. 9-9399. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LENESTA	HOTEL PIERRE COTILLION ROOM
Wednesday October 8 1:00 P.M. Luncheon	DESIGN STUDIO FURS BY RALPH MARANO Luncheon preview of Ralph Marano's "New Look" collection of Design Studio Furs, over Russeks' "New Look" collection of latest French imports. Press by invitation. Public by reservation. For reservations, contact: "Frank" headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf-Astoria Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Thursday October 9 4:30 P.M. Cocktails	PRESS SHOWING OF NEW RESORT FASHIONS Adler and Adler will present a showing of Resort, Spring, Travel, and Country fashions to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER AND ADLER INC.	550 SEVENTH AVENUE SHOWROOM
Monday October 13 1:00 P.M.	LUNCHEON SHOWING: FALL AND WINTER FURS Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact Revillon Freres, CI. 7-7343. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	REVILLON FRERES	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 13 3:30 P.M. Tea, Cocktails	CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS Press preview of custom-made originals in new Swiss sheer luxury fabrics. Members of the American Dressmakers Ass'n including the designers of the custom-order divisions of Henri Bendel, Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, Jay Thorpe, Milgrim, Saks Fifth Avenue, Stein & Blaine, and other leading American designers of custom-order departments, are cooperating in this combined collection presentation. First Post-War Swiss Fabric Fashion Show to be held in the U.S.A. By invitation only. Contact: MU. 5-0238.	SWISS FABRIC GROUP; AMERICAN DRESSMAKERS ASSN.	HOTEL PIERRE COTILLION ROOM
Monday Oct. 13 4:00 P.M.- 6:00 P.M. Cocktails	MIAMI FASHION SHOW IN NEW YORK For the first time, over 30 Miami designers will present a New York fashion showing, introducing their first market week in N.Y. For press and leading fabric mills, by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	MIAMI FASHION COUNCIL	HOTEL NEW YORKER PARLORS F AND G
Tuesday Oct. 14 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Jonai will present, during luncheon, custom-order and ready-to-wear originals, including street, evening and dinner clothes, coats and suits. Public by reservation. Press by invitation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Ritz Publ.: Marion Morrison, PL. 3-4600.	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 14 1:00 P.M. Luncheon	CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS Combined showing in custom-order resort fashion originals as prepared by the members of the American Dressmakers Assn and other leading American designers of custom-order apparel, interpreting in fashion the rare beauty of the new fabrics from Switzerland, recently arrived in the U.S.A. For the public by invitation only. Contact: MU. 5-0238.	AMERICAN DRESSMAKERS ASSN.; SWISS FABRIC GROUP	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 15 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY SHOW Dillard Long will present his bridal millinery during luncheon, in addition to new Fall and Winter hats. Public by reservation. Press by invitation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Dillard Long, PL. 9-4852. Publicity: Florence Lanthier, EL. 5-3644.	DILLARD LONG	HOTEL PIERRE COTILLION ROOM
Beginning Monday October 20	OPENING OF FOGA SPRING LINES The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. FRED GREENBERG DRESS CO. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA JOSEPH HALPERT, INC. HORWITZ & DUEBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS	INDIVIDUAL NEW YORK SHOWROOMS PARNIS-LIVINGSTON BEN REIG C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC.

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday
Sept. 12-
Sept. 19

BALLET Russe de Monte Carlo N. Y. CITY CENTER, 131 WEST 55TH STREET
Second week of Ballet Russe de Monte Carlo:
Fri. Eve. Sept. 12--CONCERTO BAROCCO, LOLA MONTEZ, PAS DE DEUX.
Sat. Mat. Sept. 13--LES SYLPHIDES, CIRQUE DE DEUX, THE NUTCRACKER.
Sat. Eve. Sept. 13--RAYMONDA (3 Acts), CIRQUE DE DEUX, LOLA MONTEZ.
Sun. Mat. Sept. 14--RAYMONDA, CIRQUE DE DEUX, LE BEAU DANUBE
Sun. Eve. Sept. 14--SERENADE, NIGHT SHADOW, CIRQUE DE DEUX,
SCHEHERAZADE
Tues. Eve. Sept. 16--SWAN LAKE, THE NUTCRACKER, SCHEHERAZADE
Wed. Eve. Sept. 17--VIRGINIA SAMPLER, LOLA MONTEZ, CIRQUE DE DEUX,
RODEO
Thurs. Eve. Sept. 18--LES SYLPHIDES, LOLA MONTEZ, CIRQUE DE DEUX,
SCHEHERAZADE.
Fri. Eve. Sept. 19--BALLET IMPERIAL, NIGHT SHADOW, FRANKIE & JOHNNY.
Publicity: Margaret Hornyak, CI. 7-5911.

Tuesday
Sept. 16

PREMIERE: "THE LONG NIGHT" (Movie) RKO PALACE THEATRE, B'WAY & 47TH ST.
RKO Radio Movie, based on a story by Jacques Viot about the desperate
disillusionment of a young man's love, featuring Henry Fonda. Barbara
Bel Geddes, Vincent Price, and Ann Dvorak. Produced by Robert and Raymond
Hakim and Anatole Litvak. Costumes: Renie. Publicity: Rutgers Neilson,
CO. 5-6500.

Thursday
Sept. 18

PREMIERE: "SINGAPORE" (Movie) WINTER GARDEN THEATRE, B'WAY AT 50TH
A Universal-International production offering a tense story against the
background of pearl smuggling and the Jap attack on Singapore, with Fred
MacMurray, Ava Gardner, Roland Culver, Richard Hayden, and Thomas Gomez.
Director: John Brahm. Producer: Jerry Bresler. Costumes: Michael Woulfe.
Publicity: Al Horwits, CI. 7-7100.

Wednesday
Sept. 24-
Oct. 26

WORLD'S CHAMPION RODEO MADISON SQUARE GARDEN, 50TH ST. & 8TH AVE.
Twenty-second Annual World's Champion Rodeo with Gene Autry and his horse,
Champion. Prices: \$1.75-\$6.00. Publicity: Frank Moore, CO. 5-6800.

Thursday
Sept. 25

OPENING: "I GOTTA GET OUT" CORT THEATRE, 48TH ST. EAST OF B'WAY
Herbert H. Harris and Lester Meyer present a rollicking comedy against the
background of a racetrack, by Joseph Fields and Ben Sher. The cast
includes David Burns, Hazel Dawn, Reed Brown and Peggy Maley. Directed by
Joseph Fields. Settings by Raymond Sovey. Publicity: Richard Maney,
WI. 7-6939.

Saturday
Sept. 27

OPENING: "OUR LAN'" ROYALE THEATRE, 45TH ST. WEST OF B'WAY
The Theatre Guild presents Eddie Dowling and Louis J. Singer's production
of "Our Lan'" by Theodore Ward. The company of 42 is headed by Muriel
Smith, William Veasey, Julie Haydon, Valerie Black. Directed by Eddie
Dowling and Edward R. Mitchell. Settings: Ralph Alswang. Publicity:
Sol Jacobson, CH. 4-7465.

Tuesday
Sept. 30

OPENING: "HOW I WONDER" HUDSON THEATRE, 44TH ST. EAST OF B'WAY
Garson Kanin and Ruth Gordon, in association with Victor Samrock and
William Fields, present Donald Ogden Stewart's new play. Raymond Massey
stars, and cast includes Carol Goodner, Everett Sloane, Meg Mundy, Wyrley
Birch. Director: Garson Kanin. Settings: Donald Oenslager. Costumes:
Helene Pons. Publicity: William Fields, CI. 5-7930.

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